

FILED

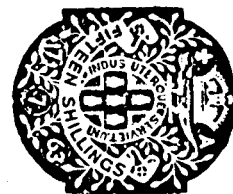
JUL 25 1963

Registration Section
DEPARTMENT OF JUSTICE

REGISTRATION No. 1648

18/9

A CONTRACT
FOR PUBLIC RELATIONS SERVICES
BETWEEN
GONTHREIMER AND COMPANY, INC.,
hereinafter called the AGENCY
AND
THE JAMAICA TOURIST BOARD,
hereinafter called the BOARD



1. The following is a contract between the named parties for the operation of a publicity public relations service to run for one year from July 1, 1963.

2. It may be renewed for a subsequent period of one (1) year. Notice of non-renewal or of desired changes by either party shall be given 90 days prior to expiration date. The agency may terminate the contract at any time on 90 days notice provided the Board's right to service in that interval is not prejudiced. In the event of such termination a pro rata share of the overhead as from the date of termination shall be due to the Tourist Board. The Board may terminate the contract at any time on 90 days notice provided all authorized expenditures by the Agency on behalf of the Board, including future commitments, are reimbursed along with severance pay for employees involved at the rate of two weeks salary in respect of each year of service to Jamaica. In such case, the outstanding balance of the overhead shall be due to the Agency.

FILED

JUL 25 1963

Registration Section
DEPARTMENT OF JUSTICE

REGISTRATION No. 1648

-2-

3. The Board and the Agency shall have the option of transferring moneys provided in the budget from one appropriation to another or to new appropriations. If changes in the budget require additional expenditures beyond the amount provided, the Board may make a supplementary contract with the Agency to cover such additional expenditures. In such cases it is the custom of the Agency to make an additional overhead charge of not more than 20 per cent of the additional expenditures. The purpose of this clause is to give elasticity to the program, but no change will be made in any of the appropriations or services called for after they have been partially started or performed except on the undertaking that the appropriate expense incurred by the Agency in such interrupted services will be allowed by the Board as a credit against the contract.

4. The Agency's activities on behalf of the Board shall be directed at the United States, Canada and Jamaica. However, the Agency agrees to give its professional assistance and counsel to similar projects elsewhere initiated by persons or agencies approved by the Board as furthering their objects.

In addition to its public relations services, the Agency will provide assistance to other activities of the Board when requested by the latter within reason.

5. The Agency agrees to devote to the Jamaican activity at least the full time of a Director, an Assistant Director and a secretary in the United States, plus part-time supervision by the Director of its New York office plus part-time executive direction of the President of the Agency.

FILED

JUL 25 1963

Registration Section
DEPARTMENT OF JUSTICE

REGISTRATION No. _____

-3-

The Agency agrees to operate within Jamaica itself with a staff of at least one person who shall at all times be satisfactory to the Board. If said person or persons prove other than satisfactory to the Board, the Agency obliges itself to replace said person or persons.

7. The Board agrees to place at the disposal of the Agency a supplementary staff consisting of at least a secretary stenographer, a personal assistant, two trained and competent writers including a competent and knowledgeable writer for domestic publicity work, two competent photographers, two photographer's assistant-laboratory technicians, one stenographer and a librarian. In lieu of this, the Board may increase the contract by funds sufficient to cover the employment of such personnel.

8. The Director of the Agency in Jamaica shall be the executive in charge of, and responsible for, this supplementary staff. They shall be subject to his orders, and his recommendations in respect to hiring and/or discharge of members of this supplementary staff shall be subject to the approval of the Tourist Board.

9. The Board also agrees to provide and maintain -
- (a) A suitable automobile on a full-time basis for use of the Agency's staff and visitors in Jamaica.
 - (b) Suitable offices and a photographic laboratory in Jamaica, adequately equipped and furnished.
 - (c) Clipping services, necessary subscriptions, stationery and similar items of office use.
 - (d) Telephone, telegraph and postage costs within Jamaica and to the United States,

FILED

JUL 25 1963

Registration Section
DEPARTMENT OF JUSTICE

REGISTRATION No. 1648

-4-

telephone and telegraph costs from the United States to Jamaica, and normal air cargo costs (mostly photo shipments) between Jamaica and the United States.

- (e) Travel expenses on Jamaican business of the President of the Company, travel expenses of new personnel for the supplementary staff, recruited outside Jamaica, for themselves wives and children to reach Jamaica from their homes; costs of shipping their household goods and professional equipment (photographic) to Jamaica, at least one trip for the Director of the Agency in Jamaica to the United States and return, and return fares to their homes and shipping costs for any such personnel who may be discharged.

10. The Agency will operate on the basis of a budget it will prepare for approval of the Board, setting forth the expenditures it proposes to make on behalf of the Board, with explanations.

11. The Board shall issue or give a Bank guarantee for the full amount of the contract in dollars before the contract becomes effective. The Agency shall be paid from this one-sixth of the amount on signing of the contract as a two months' advance, and thereafter one-tenth of the balance monthly at the end of each month, subject nevertheless to the provisions of clause 2 herein.

12. The amount of this contract is \$100,000 particulars of which are shown on the attached document dated June 8, 1963, and marked "A". Of that amount \$20,000 shall be set aside as overhead to include the

FILED

JUL 25 1963

Registration Section
DEPARTMENT OF JUSTICE

REGISTRATION No. 1648

-5-

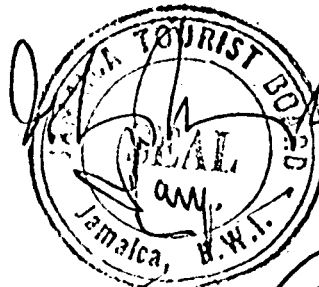
fee of the Agency plus rent, utilities and services for its offices in New York, depreciation of furnishings and equipment, legal services, taxes, and contingencies.

13. The Agency agrees to make all possible expenditures in Jamaican pounds sterling, including at least half of each salary it pays in Jamaica.

14. Any dispute arising between the parties hereto shall be referred to arbitration in accordance with the provisions of the Arbitration Law, Cap. 19 of the Revised Laws of Jamaica.

DATED this 17th day of July, 1963.

SIGNED on behalf of the
JAMAICA TOURIST BOARD by
JOHN KENNETH MCKENZIE TRINGLER,
Director of Tourism and
DONALD TROVIAL LACY,
secretary in the presence of:



.....*Christiana*.....

SIGNED by MORTON SONTHEIMER,
President - SONTHEIMER AND
COMPANY, INC., in the
presence of:

Sonthimer and Co., Inc.

Morton Sonthimer

.....*Christiana*.....

FILED

"A"

REGISTRATION No. 1648

JUL 25 1963
Registration Section
DEPARTMENT OF JOBS

This is the document marked "A" referred to in the
attached Contract between Sontheimer and Company, Inc.,
and The Jamaica Tourist Board.

REVISED SONTHEIMER AND COMPANY BUDGET

June 8, 1963

SALARIES

Director in Jamaica, Director in
U.S., Assistant Director in U.S.,
Secretary in U.S., part-time
supervision by Director of New
York Office, part-time executive
direction of President of Company. \$51,200

STAFF TRAVEL

Between Jamaica and U.S. and within
each country, transfer of company
personnel to Jamaica with families
and household goods, orientation
visits of U.S. staff working for
Jamaica. JTB will pay travel
expenses on Jamaica business of
President of Company. \$6,300

SUBSIDIZED TRAVEL

Fares for travel writers, editors,
TV and radio staffers, women's page
editors and writers, sports editors
and writers, etc., their meals,
travel and entertaining in Jamaica.
Jamaican hotels to provide free
lodgings. \$8,000

PHOTOGRAPHS

Laboratory charges for mass produc-
tion of prints. \$1,500

COMMUNICATIONS

Mailings and communications in U.S.
JTB to pay for phones, telegrams,
postage, air freight within Jamaica
and to and from U.S. \$2,000

OFFICE EXPENSES

Subscriptions, office supplies, etc.
not provided by JTB. \$1,000

C/P

\$70,000

FILED

JUL 25 1963

Registration Section
DEPARTMENT OF JUSTICE

REGISTRATION NO. 1648

-2-

B/P

\$70,000

MISCELLANEOUS

Representation, local transportation
(taxis, etc.), payroll taxes, other
salary concomitants, accountants'
fees. JTB to supply and maintain
auto in Jamaica.

\$10,000

OVERHEAD

Rent, utilities and services,
depreciation of furnishings and
equipment, legal services, interest
on loans, taxes, contingencies, with
remaining balance to be company fee.

\$20,000

TOTAL

\$100,000

FILED

JUL 25 1963

Registration Section
DEPARTMENT OF JUSTICE

REGISTRATION No. 1648

DATED the 17 day of

July 1963.

A CONTRACT

FOR PUBLIC RELATIONS SERVICES

BETWEEN

SORTHEIMER AND COMPANY, INC.,

hereinafter called the AGENCY

AND

THE JAMAICA TOURIST BOARD

hereinafter called the BOARD

JUDAH & RANDALL

Jamaica

REGISTRATION No. 1648
JAMAICA TOURIST BOARD

630 Fifth Avenue
New York 20, N.Y.
JUdson 2-4884

EX. F

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

FILED NEWS BUREAU

JUL 19 1963
Registration Section
DEPARTMENT OF JUSTICE

FOR IMMEDIATE RELEASE

JAMAICA APPOINTS SONTHEIMER & COMPANY
TO LAUNCH NEW PUBLIC RELATIONS CAMPAIGN

KINGSTON, Jamaica (June, 1963) . . . John Pringle, new Director of Tourism of Jamaica, has announced the appointment of Sontheimer and Company to handle public relations for Jamaica in the United States and Canada.

Morton Sontheimer, president of the agency which conducted public relations for the government of Puerto Rico for six years, said his company will no longer represent Puerto Rico after the contract with Jamaica takes effect July 1.

Sontheimer and Company has offices in New York, Washington and San Juan. The firm will establish an office in Kingston, Jamaica.

(End)

Sontheimer and Company
One Rockefeller Plaza
New York 20, N. Y.

Telephone: CO 5-3665

JM-63-2

Jamaica

NEWS BUREAU

JAMAICA TOURIST BOARD

630 Fifth Avenue
New York 20, N.Y.
JUdson 2-4884

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX

JUL 1963
Registration Section
DEPARTMENT OF JUSTICE

FOR IMMEDIATE RELEASE

JOHN PRINGLE NAMED DIRECTOR OF JAMAICA TOURIST BOARD

KINGSTON, Jamaica, June 7, 1963 John Pringle, former member of the Jamaica Legislative Council, has been appointed new director of the Jamaica Tourist Board, it was announced today by the Hon. Robert Lightbourne, Minister of Trade and Industry.

Mr. Lightbourne also named prominent Jamaica hotel man Stuart Sharpe as director of the Jamaica Tourist Board's Sales and Promotion program. Mr. Sharpe, owner of the Falcondip Hotel in Ocho Rios, previously was with the Miami office of William P. Wolfe Organization, hotel representatives. Prior to that he was sales manager of Gill Hotels in Fort Lauderdale, Fla., and served on the Nassau, Bahamas, Development Board.

Jamaica Tourist Board member Sam Levy will continue as general manager, North America, with headquarters in New York City, a post he has held for the past five years. He is a past president of the Jamaica Hotel Association and a former member of the Executive Committee of the Jamaica Tourist Board.

In taking over as head of the Jamaica Tourist Board, Mr. Pringle stressed the need for "a forceful, well-directed campaign of sales and promotion, public relations and advertising." His immediate

(more)

plans include a visit to the United States early in July to meet with tourism officials and other members of the industry to outline his intensive program for the future.

Pringle, 36, is one of Jamaica's most dynamic young executives. He first achieved prominence in 1955 as founder and managing director of Round Hill, a luxury hotel and cottage colony in Montego Bay. He also helped set up Casa Blanca, Ltd., builders of the 100-room Casa Montego Hotel in Montego Bay, and opened the Pineapple Place shopping center in Ocho Rios. Pringle serves as board chairman of the Tryall residential development project on Jamaica's north shore and as a director of the project to restore the island's historic Rose Hall and develop the plantation area as a tourist center.

In 1957, at the age of 31, Mr. Pringle became the youngest man ever to serve on Jamaica's Legislative Council, upon appointment by former Governor Sir Hugh Foot.

(End)

SB:cm
JM-1

FILED

JUL

1963

Registration Section
JM-834
DEPARTMENT OF JUSTICE

SONTHEIMER AND COMPANY
One Rockefeller Plaza
New York, N. Y., 10020

FOR IMMEDIATE RELEASE

JAMAICA'S NEW TOURIST BOARD

LAUNCHES DEVELOPMENT PROGRAM

NEW YORK, N. Y. (July, 1963) . . . John Pringle, director of the new Jamaica Tourist Board, made a flying visit to New York last week (July 7-13) to announce the Board's program for developing Jamaica's tourist industry.

In a series of meetings with travel agents, airline officials, hotel representatives and the travel press, Mr. Pringle outlined the Board's plans for expanding the island's transportation services, improving pier facilities, reducing air fares and upgrading hotel facilities and service.

Pringle reports the program is already under way. The new Jamaica Air Service's daily schedule of flights between Kingston and Ocho Rios, Port Antonio and Montego Bay, now makes it possible for visitors to reach resort areas in less than a half-hour. Prior to the introduction of this air service, travel time between Kingston and the north coast resorts ranged from three hours by train to four hours by car.

Lower air fares, which will put Jamaica in a fully competitive position with the fare structures enjoyed by its Caribbean neighbors, are being given precedence. The new \$49 Miami-Jamaica excursion fare introduced by British West Indian Airways has been a stimulant to Jamaica's summer traffic, reports Pringle. Load factors are averag-

(more)

ing 88 percent.

Improvement of standards in hotel operations and restaurants, in service and cuisine, is a primary target. The Board is in the process of reinstituting the system of hotel classification which will be based on the Guide Michelin system.

Mr. Pringle, one of the island's leading resort developers and founder of Jamaica's famous Round Hill, relinquished all financial connections with the hotel industry to devote his full energies to his new post.

"The Board has been streamlined down to five members and will be a full-time working Board," Pringle stated. "We believe this new and compact organization will be a cohesive and effective force in developing and strengthening Jamaica's tourism industry."

Serving with Mr. Pringle on the Board is Mr. E. Stuart Sharpe, who has been prominent in resort promotional circles for many years. In his capacity as Director of Sales and Promotion, Mr. Sharpe will make frequent and extensive trips throughout the United States and Canada to keep travel agents apprised of the latest developments in Jamaica's tourism industry.

Two new appointments to the Board have been announced by Mr. Pringle. Mr. V. C. McCormack, who has served on previous boards, has been named Comptroller and will concentrate his activities in directing the finances of the five-man tourism board. Mr. Horace Barber will represent Jamaica's Ministry of Trade and Industry on the Board.

The General Manager of the Jamaican Industrial Development

(more)

Corporation, whose appointment soon will be announced by the Government, will be the fifth member of the Board.

Headquarters of the Jamaica Tourist Board and all of its members is P. O. Box No. 284, 78-80 Harbour Street, Kingston, Jamaica.

The sales organization in the United States and Canada is headed by Mr. Sam Levy, General Manager for North America. Mr. Levy's headquarters are at 630 Fifth Avenue, New York City. Also under his direction are the regional sales offices in Chicago, Miami and Toronto.

Jamaica is represented for sales on the West Coast by the John Tetley Company which has offices in Los Angeles, San Francisco and Seattle. The same company also represents Jamaica in Mexico City.

The Jamaica Tourist Board also has announced the appointment of Sontheimer and Company, One Rockefeller Plaza, New York City, to handle public relations in the United States and Canada.

Doyle Dane Bernbach, Inc., 20 West 43rd Street, New York, has been appointed to conduct advertising in the United States.

(End)

Contact: Rosellen Callahan
Telephone: CO 5-3665

RC:cm
7-12-63

FILED

JUL 1963

Registration Section
DEPARTMENT OF JUSTICE
JM-63-6

SONTHEIMER & CO., INC.
1 Rockefeller Plaza
New York, N. Y., 10020

FOR IMMEDIATE RELEASE

JAMAICA HOTEL AND TOURIST ASSOCIATION
HOLDS FIRST INTERNATIONAL CONVENTION

KINGSTON, Jamaica (July, 1963) . . . Over 200 members of the Jamaica Hotel and Tourist Association will meet at the Reef Club in Jamaica's Ocho Rios resort area July 18-20. During the three day meeting the island's tourism leaders will present their plans for putting new life into Jamaica's tourism industry.

Jamaica's Governor General, Sir Clifford Campbell, and Prime Minister Sir Alexander Bustamante will attend the convention. Distinguished leaders in the international hotel and travel industry will address the JHTA delegates. Among the speakers will be Wilbur Morrison, executive vice-president of Pan American World Airways' Latin American Division; Leslie Hyland, U. S. manager of British Overseas Airways Corporation; Basil Pantin, general sales manager of British West Indian Airways; William Daley, Cunard Steamship Company's general manager in the U. S.; Milton Marks, president of the American Society of Travel Agents, and veteran tour operator Thad Hyatt.

Donald DeLisser, president of the JHTA, pointed out that this will be the largest and most comprehensive convention ever held by Jamaica's hotel industry. "We expect to arrive at a new, realistic approach to the problem of operating and expanding our tourist industry," he said.

The first International Convention of the Jamaica Hotel and

(more)

Tourist Association comes shortly after the inauguration of special summer air fares by Pan American, B.O.A.C. and BWIA, the major carriers serving Jamaica, and the announcement of dramatic new reductions in hotel rates for summer visitors. Through December 14 the airfare from New York is as low as \$182 roundtrip and BWIA recently introduced a \$49 roundtrip excursion fare from Miami to Jamaica. Hotel tariffs have been reduced as much as 40 per cent in the island's five major resort areas.

The JHTA convention also follows the launching of a dynamic tourism program by the new, five-member Jamaica Tourist Board headed by John Pringle. The JHTA and the Tourist Board have worked out a highly coordinated plan to strengthen Jamaica's tourism industry.

(End)

HU/SB:m
7.17.63

FILED

JUL 1963

Registration Section
JUL 1963
DEPT. OF JUSTICE

SONTHEIMER & CO., INC.
One Rockefeller Plaza
New York, N. Y., 10020

FOR IMMEDIATE RELEASE

JAMAICA TO WELCOME VISITORS TO
FIRST INDEPENDENCE FESTIVAL AUG/2-22

KINGSTON, Jamaica (August, 1963) . . . August will be the "happy time" in Jamaica when one of the world's newest nations will go all out to celebrate its first birthday.

Native craft and cultural exhibits, music and dancing, games and regattas will take place August 2 to 22 marking Jamaica's emergence last year (on August 6) as an autonomous dominion within the British Commonwealth.

Special provisions have been made to welcome visitors to the Independence Festival. A 10-day package tour which includes round trip air fare, hotel accommodations and two meals a day at a Kingston hotel is available out of Miami for \$114. Daily flights from New York serve both the Jamaican capital and the resort area of Montego Bay on the north coast. The round trip fare is as low as \$182.

The three weeks of festivities will emphasize the lively arts, for which Jamaicans have a natural talent. In colorful towns like Bog Walk, Magootty and Newmarket, and in the parishes of Trelawny, Westmoreland and St. Andrew, competitions have been going on since spring for the national finals in the performing arts of drama, music and dance. The final competitions will take place in Kingston August 8 to 10.

(more)

A highlight of the Festival will be the selection of the most beautiful girl in Jamaica to reign over the activities. Chances are she will be a combination of many races and backgrounds since Jamaica's heritage includes Negro, Indian, English and Chinese.

On August 3 the Festival will move into high gear with a float parade of Miss Jamaica and all the finalists, international soccer football at the new National Stadium, a regatta at the Royal Jamaica Yacht Club in Kingston Harbour and the opening of the agricultural show at Denbigh.

Independence Day will be officially celebrated August 5 this year with a parade and reception given by the Prime Minister.

Jamaica's famed Military Band, which has just completed a tour of the States, and the National Dance Theatre Company will perform.

Whether or not visitors aim at the minimum-cost package, a summer vacation in Jamaica is budget-priced down the line. Hotel rates have dropped as much as 40 per cent around the island.

Kingston's big Myrtle Bank Hotel is offering a low rate of \$6 per day without meals while the Casa Monte is \$6.50 and the new Sheraton-Kingston has a low rate of \$9.75, all based on double occupancy per person.

In Ocho Rios, 60 miles across the island from the capital, new summer rates are also in effect. Prices in the plush hotels here, at Montego Bay and Port Antonio, have all been slashed to accommodate summer visitors. They go from \$6 per day to \$19 with American and modified-American plans in effect at many hotels.

Despite the sharp reduction in summer rates, Ocho Rios and Montego

(more)

Bay offer the same leisurely, luxurious atmosphere in fine service and food that makes them such preferred winter places. At Ocho Rios the fun of the beach at Dunn's River with its cascading mountain stream, the mysteries of Fern Gully, the majestic underwater scenery at Garden Reef, the sailing, skin diving, cycling, crab racing, golf and tennis await the summer visitor.

At Montego Bay beaches and bistros head the attractions. Night life is a big part of the town's appeal and night clubs offer floor shows, the calypso, limbo and all the magic of island music and dancing.

The recently inaugurated Jamaica Air Services now links Kingston to Montego Bay via the resort centers of Ocho Rios and Port Antonio with flights twice a day. A twin engine Beechcraft also operates on a daily schedule connecting Kingston, Montego Bay, Ocho Rios and Port Antonio.

For the curious and the non-hurried, car rentals are available at reasonable rates. Small English cars can be rented for as little as \$35 per week at Hertz and other large agencies.

(End)

RH/FM:m
7.17.63